

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2021/2022

DBS5614 MANAGEMENT

(All Sections/Groups)

17 JANUARY 2022
9.00 AM – 11.00 AM
(2 hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.

Instruction: Answer ALL questions.

QUESTION 1

Coca Cola is a retailer, marketer and manufacturer of non-alcoholic drinks and is known worldwide for its Coca Cola beverage. In addition to its Coca Cola brand, Coca Cola Company offers 500 beverages and non-beverage brands in about two hundred countries. The company was founded by Asa Candler in year 1892. Its headquarter is located in Atlanta, Georgia of United States of America. The company had total net income of approximately 11.8 billion US dollars in year 2010 with total number of employees 139,600 worldwide. Company's brand i.e. Coca Cola stands number one in the list of most well known brands of the world (Coca Cola company, 2006-2011).

Source: <https://www.ukessays.com/>

- a) Briefly explain **THREE (3)** external and **TWO (2)** internal forces for change that Coca Cola Company need to consider in order to sustain in market.
(10 marks)
- b) Explain the **FIVE (5)** Organisational Development techniques to maintain employees and the quality of interpersonal work relationship.
(10 marks)
- c) Define the change agent. List the **FOUR (4)** main change areas in organisation.
(5 marks)

QUESTION 2

- a) Maslow has introduced Maslow's Hierarchy of Needs in early of motivation theory. State and briefly describe the **FIVE (5)** levels in Maslow's Hierarchy of Needs.
(10 marks)
- b) List and explain in detail the **FIVE (5)** core job dimensions in Job Characteristics Model.
(10 marks)
- c) List out any **THREE (3)** motivators and **TWO (2)** hygiene factors in Herzberg's Two Factor Theory.
(5 marks)

QUESTION 3

- a) In the behavioral theories of leadership, there are theories proposed by University of Iowa Studies and Ohio State Studies. Explain the **THREE (3)** leadership styles from Iowa Studies and the **THREE (3)** leadership styles from Ohio State Studies.
(12 marks)
- b) List and explain any **FOUR (4)** sources of leader power.
(8 marks)

Continued...

- c) List out **FIVE (5)** types of good followers' traits.

(5 marks)

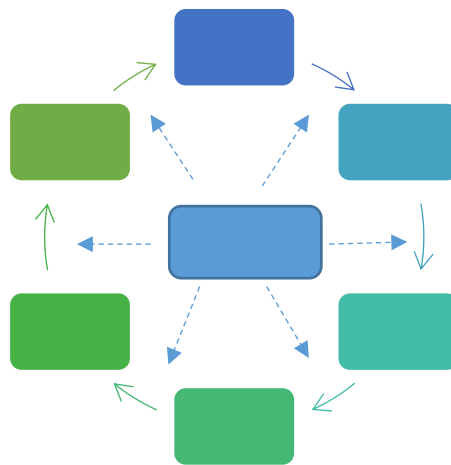
QUESTION 4

- a) Define communication. Identify and elaborate the **FOUR (4)** functions of communication.

(10 marks)

- b) Complete the illustration of communication process below.

(7 marks)



- c) List and elaborate the **FOUR (4)** direction of communication flow in an organisation.

(8 marks)

End of Paper